

Gum in India

October 2024

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Gum in India - Category analysis

KEY DATA FINDINGS

2024 DEVELOPMENTS

Gum witnesses slight growth in volume demand, driven by the smoking population and impulse purchases Amplified focus on brand ambassadors to drive brand awareness amongst the target audience

PROSPECTS AND OPPORTUNITIES

Perfetti Van Melle to maintain its stronghold amidst rising competition, with entry of new players and introduction of new variants Brands to focus on creating new consumption occasions through extending benefit proposition of gum

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